REMARKS

In accordance with the foregoing, claims 2-20 are amended, and new claims 21-23 are presented. No new matter is presented by the claim amendments and new claims, and accordingly, entry and approval of same are respectfully requested.

Claims 1-23 are pending and under consideration.

CLAIM AMENDMENTS

Claims 2-20 are amended for form and to correct informalities. No new matter is presented by the claim amendments and accordingly, entry and approval of same are respectfully requested.

None of the amendments of claims 2-20 narrows the scope of the claims within the meaning of *Festo Corp. v. Shoketsu Kinszoku Kogyo Kabushiki Co., Ltd (SUPREME COURT RULING, July 12, 2002).*

NEW CLAIMS

New claims 21-23 are provided to afford a varying scope of protection. No new matter is presented, and accordingly, entry and approval are respectfully requested.

Claim 21 recites a card sending unit to send a card attached with an optional message to a specified addressee, an input unit to input preference trends of said addressee, a selection unit to select advertisement information to fit the preference trends of the addressee input by the input unit, and an adding unit to add the advertisement information selected by the selection unit to the card. (See, for example, pages 12-13, starting at line 10).

Claim 22 recites an information providing method including sending a card attached with an optional message to a specified addressee, inputting preference trends of said addressee, selecting first advertisement information to fit the input preference trends of said addressee, adding the selected first advertisement information to said card, inputting preference trends of a card sending client, selecting second advertisement information to fit the input preference trends of said card sending client, and presenting the selected second advertisement information to said card sending client. (See, for example, pages 12-13, starting at line 10).

Claim 23 recites a computer readable recording medium having an executable program thereon to control a computer by a card sending program part sending a card attached with an optional message to a specified addressee, a first trend program part inputting preference trends of said addressee, a first selection program part selecting advertisement information to fit the input preference trends of said addressee, an adding program part adding the selected

advertisement information to said card, a second trend program part inputting preference trends of a card sending client, a second selection program part selecting advertisement information to fit the input preference trends of said card sending client, and a presentation program part presenting the selected advertisement information of said card sending client to said card sending client. (See, for example, pages 12-13, starting at line 10).

PAGE 2: REJECTION OF CLAIMS 15-20 UNDER 35 U.S.C. §112, ¶2

The Examiner rejects claims 15-20 under 35 U.S.C. 112, ¶2 contending the claims are indefinite. (Action at page 2).

Claims 15-20 are amended herein, and Applicants respectfully submit that claims 15-20, all as amended, are definite and comply with 35 U.S.C. §112, ¶2 and request withdrawal of the rejection.

PAGES 2-3: REJECTION OF CLAIMS 15-20 UNDER 35 U.S.C. §101

The Examiner rejects claims 15-20 under 35 U.S.C. §101 contending the claims are directed to non-statutory subject matter. (Action at page 3).

Claims 15-20 are amended herein, and Applicants respectfully submit that claims 15-20, all as amended, recite aspects of the invention directed to statutory subject matter and comply with 35 U.S.C. §101, and request withdrawal of the rejection.

PAGES 3-5: REJECTION OF CLAIMS 1-20 UNDER 35 U.S.C. §102(b) BY INTELLIPOST

The Examiner rejects claims 1-20 under 35 U.S.C. §102(b) contending the features are described by the article <u>Intellipost Launches BonusMail with 50,000 Charter Members; First-of-Its Kind Internet Directronic Mail Gives the Reins to Consumers</u>, June 30, 1997 (BonusMail).

As provided in MPEP §706.02 entitled Rejection on Prior Art, anticipation requires that the reference must teach every aspect of a claimed invention. BonusMail does not support an anticipatory-type rejection by not describing features recited in the present application's independent claims.

Sending Card Attached With An Optional Message To Specified Addressee Not Described By BonusMail

Independent claims 1 and 8, 9, and 15 recite an advertisement information providing system, method, and a computer-readable recording medium having an executable advertisement information providing program thereon to control a computer by storing a program for controlling a computer to provide advertisement information, respectively, providing a card sending service sending a card attached with an optional message to a specified addressee.

The Examiner contends that BonusMail teaches "sending card with message." (Action at

page 4). Applicants, respectfully submit, however, that BonusMail does not teach, nor does the Examiner contend that BonusMail teaches, sending a card attached with an optional message. Further, BonusMail does not describe sending such a card to a specified addressee.

Applicants submit that BonusMail merely is an online bonus site where consumers get points and prizes by getting access to websites and replying to emails. For example, BonusMail teaches (page 1, paragraph 1) that it rewards "consumer for receiving, reading and responding to targeted e-mail promotions."

Dependent Claims Recite Features Not Taught By BonusMail

Applicants submit that dependent claims recite features not described by BonusMail. For example, dependent claim 2 recites a second preference trend input means and dependent claims 2 and 3 recite a second advertisement information selection means. BonusMail does not use the term --preference trend-- at all, let alone a second preference trend input means.

Dependent claim 4 recites that advertisement information suitable for preference trends is selected "except for advertisement information which has already been provided." While BonusMail does teach "targeting customers" (BonusMail page 1, paragraph 6), Applicants submit there is no teaching, whatsoever, of an exception for information that has already been provided.

Dependent claim 6, 13, and 19 recite simultaneously inputting addition information added to a card sent to an addressee and additional information added to the card. BonusMail does not teach any time relationship at all, let alone a simultaneously inputting.

Dependent claims 7 and 14 recite outputting non-visual advertisement information specified by advertisement identification information. While the Examiner contends this feature is taught in BonusMail page 2 (Action at page 4), Applicants submit that BonusMail does not teach any non-visual information, but only teaches visual information. For example, BonusMail page 2, paragraph 3 only teaches:

> messages sent to members in the format is appropriate for their e-mail software, those consumers with HTML capabilities will receive graphically reach messages.

Conclusion

Since BonusMail does not teach or suggest features recited in independent claims 1, 8, 9, and 15, and respective dependent claims, the rejections should be withdrawn and claims 1-20 allowed.

NEW CLAIMS 21-23

Claim 21 recites an information providing system including a card sending unit to send a

card attached with an optional message to a specified addressee.

Claim 22 recites an information providing method including sending a card attached with an optional message to a specified addressee.

Claim 23 recites a computer readable recording medium having an executable program thereon to control a computer by a card sending program part sending a card attached with an optional message to a specified addressee.

These, and other, features of claims 21-23 are patentably distinguishable from the cited art, and they are submitted to be allowable for the recitations therein.

CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: _June 2, 2004_   By: _Paul W. Bobowiec_
                                  Paul W. Bobowiec
                                  Registration No. 47,431

1201 New York Avenue, NW, Suite 700
Washington, D.C. 20005
Telephone: (202) 434-1500
Facsimile: (202) 434-1501